

# **Proposed Fee Adjustments**

**FY 2006**



**Fairfax County Park Authority**

# Contents

Organization of the FY 2006 Fee Proposal..... 3

Current Situation – System-wide Considerations ..... 3

Proposed Fee Adjustments

    Business Activity License Fee..... 5

    Picnic Shelters/Areas and Amphitheater Rental..... 6

    Synthetic Turf Athletic Field Rental – Ellanor C. Lawrence Park ..... 8

    RECenters ..... 9

    Golf ..... 13

    Lakefront Parks..... 17

    Ellmore Farm Center ..... 20

    Riverbend Park ..... 21

## **Organization of the FY 2006 Fee Proposal**

Organization of the FY 2006 Fee Proposal follows the format first introduced in 2004. A section entitled 'Current Situation – System-wide Considerations' describes the important factors in the Park Authority's overall operational environment that had an effect on the composition of this year's fee adjustment proposal. This overview is followed by separate sections for each of the various business areas for which fee adjustments are being proposed. Each of these sections first outlines important situational factors specific to that business area that had an effect on the development of the fee adjustment proposal. This is then followed by a summary of the fee adjustments proposed for that business area in FY 2006.

### **Current Situation – System-wide Considerations**

- Guidelines and projections from the Comprehensive Fund Management Plan typically form an important framework for proposed fee adjustments. Important considerations from this plan are as follows:
  1. Sufficient revenue must be produced annually to meet long-term debt service obligations for park facility revenue bonds, which are repaid with revenues from user fees. The current obligation includes annual debt service payments of slightly more than \$ 1 million annually plus a requirement that the Revenue Fund maintain a level of net revenue before debt service sufficient to meet 125% of annual debt service payments.
  2. The Park Revenue Fund will likely be challenged to meet the Board's desired \$825,000 set aside target for the Park Capital Improvement Fund due to the impact of the Cub Run and Laurel Hill start-ups prior to revenues reaching stabilized levels at those two facilities.
  3. Revenue growth needed to sustain the Park Revenue Fund is assumed to come from multiple sources, including new facility introductions, program growth and fee increases. And as a matter of principle, comparatively small and regular fee increases are preferred over less frequent, but larger increases.
- Inflation spiked in 2005 after a number of years of low annual growth. Growth in the Washington-Baltimore consumer price index for 2005 is currently projected at 4.1% for the year, compared with 2.8% for last year. In September, the last month for which data were available, the rate of CPI growth rose 4.9%. Annual growth in the CPI had hovered between 2.4% and 2.8% annually for the previous four years (2001-2004). The combined CPI growth rate for 2004 and 2005 was 6.9%. First quarter utility costs for revenue fund facilities (excluding Cub Run and Laurel Hill) were up 13% from last year. Much of this impact was in natural gas expenditures, which increased 99%.

- General market conditions for the Park Revenue Fund's main sources of use are mixed, but cautiously optimistic. Overall RECenter demand remains strong – up nearly 6% from FY 2004 – FY 2005. While the addition of a new facility at Cub Run contributed to the growth in demand, attendance also increased significantly at the established RECenters. National indicators for fitness activity, a key source of RECenter demand, also remain positive.

Outdoor activity remains largely dependent on weather conditions. Water Mine revenues were up 13% during the 2005 season, due to unusually hot and dry weather during the summer months. The golf industry outlook shows a leveling off of rounds played at the national level, and locally, about 8% less rounds were played at Park Authority courses in 2005 compared to the previous year because of poor weather in the first and third quarters (spring and fall). Golf business is strongest in the mid to upper end of the market. Play remains strong at Twin Lakes where prime time weekend and holiday tee times at both courses are booked well in advance of play, and initial response to Laurel Hill has been enthusiastic.

- Fee increases in most major admission areas were delayed last year to reduce the impact of the first phase of the senior discount adjustment approved in the FY 2005 fee process. If implemented, subsequent phases of the adopted senior discount program would go into effect in FY 2007 and FY 2009, and it is assumed that across-the-board fee adjustments in primary admissions areas would not be proposed in those two years for the same reason. That leaves the current year and FY 2008 as the windows for addressing general fee adjustments in major RECenter and golf admissions categories.

## **Business Activity License Fee**

### **Current Situation**

- The current wording of the Business Activity License Fee in the fee schedule has led to some confusion amongst the public as to whom the fee applies and in some cases, how it is applied.

### **Proposed Fee Adjustments**

The following wording change is proposed where the Business Activity License fee appears in the fee schedule to clarify its applicability and the conditions under which it will be adjusted.

1. Current Wording in Fee Schedule:
  - Greater of \$50 or 15% of Gross Sales
2. Proposed Wording for Fee Schedule:

No person shall sell or make an offer to sell goods or services or conduct business activities within a park without the express written permission of the Park Authority. If approved, such permission is granted through issuance of a Business Activity License, the fee for which is the greater of \$50 or 15% of Gross Revenue. Gross revenue includes sales of any food and beverages, products or services, registration fees, participation fees, donations, and ticket sales generated by an activity, clinic, workshop, program or any other event, including fundraising activities to support charitable services. The Gross Revenue may be adjusted by first deducting any Park Authority facility rental fees paid in conjunction with the activity/event.

## Picnic Shelters/Areas and Amphitheater Rental

### Current Situation

- Use and demand is evaluated at the conclusion of each picnic season to identify potential future additions or deletions to the inventory of reservable picnic areas. In FY 2005, demand for reservable picnic areas and shelters continued to grow with many more requests than could be accommodated. There were 1,288 rentals in FY 2005. Smaller areas in parks with limited amenities were relatively underutilized. Demand was greatest for large reservable areas (capacity 100 or more) with a broader array of amenities.
- Analysis of usage and demand at the most desired facilities indicated that higher fees would not negatively impact usage. The recommended fee increases would add revenue, yet still be competitive with other picnic rental areas.
- The amphitheater rental fee structure currently has different rates for county and non-county residents. This structure is different than the prime, non-prime pricing approach used for picnic shelters/areas. It is not unusual for amphitheater renters to also request rental of a shelter or picnic area, and the difference in fee structure between the two facility types has caused customer confusion. Staff recommends eliminating this confusion by altering the amphitheater fee structure to reflect the prime and non-prime fee distinction used for picnic shelters/areas.
- Staff recommends adding two new areas to the existing inventory: picnic areas at Frying Pan Park and Martin Luther King Park.
- A discount for "long term" rental picnic groups is proposed as an addition to the fee schedule. Several renters have been booking the same location for multiple weeks throughout the season.

### Proposed Picnic Shelters/Areas and Amphitheater Rental Fee Adjustments

Based on the conditions described above, proposed picnic shelters/areas and amphitheater rental fee adjustments for FY 2006 are as follows.

1. Picnic shelters/areas. Proposed adjustments to existing picnic shelter/area fees and the addition of two new picnic areas are based on the demand/supply analysis conducted at the end of the 2005 season.

	CURRENT FEE		PROPOSED FEE	
	Prime	Non-Prime	Prime	Non-Prime
Burke Lake Shelters A, B, & C	\$300	\$176	\$325	\$220
Lake Accotink McLaren Sargent Shelter	\$325	\$200	\$325	\$220
Lake Accotink Large Lakeside Shelter	\$325	\$200	\$325	\$220
Lake Accotink Small Shelter	\$85	\$66	\$100	\$78
Lake Accotink Picnic Areas 1&2	\$85	\$66	\$85	\$70

	CURRENT FEE		PROPOSED FEE	
	<u>Prime</u>	<u>Non-Prime</u>	<u>Prime</u>	<u>Non-Prime</u>
Lee District Shelter	\$85	\$66	\$85	\$70
Nottoway Picnic Area	\$100	\$78	\$125	\$100
Roundtree Park Picnic Area	\$85	\$66	\$85	\$70
Frying Pan Park Picnic Area	New Fee		\$70	\$55
Martin Luther King Park Picnic Area	New Fee		\$70	\$55

2. Amphitheater rental. The following adjustments to the amphitheater rental fee structure are proposed to achieve consistency with the picnic shelters/areas fee structure. Note that the cost of a four-hour rental during non-prime time under the proposed fee is equivalent to the current county rate. Since most county resident rentals occur in non-prime times, the proposed fee will not represent a price increase for most county resident renters.

	CURRENT FEE		PROPOSED FEE	
	<u>County</u>	<u>Non-County</u>	<u>Prime</u>	<u>Non-Prime</u>
Burke Lake, Ellanor C. Lawrence, Lake Fairfax:				
Four hour rental	\$40	\$80	----	----
Additional hour	\$10	\$20	----	----
Hourly rate (four hour minimum required)	----	----	\$15	\$10
Lee District, Mason District:				
Four hour rental	\$80	\$160	----	----
Additional hour	\$10	\$ 20	----	----
Hourly rate (four hour minimum required)	----	-----	\$ 25	\$20

3. Multiple use discount for picnic shelters/areas and amphitheater rental. A discount of 10% of the picnic rental fee will be applied to “long term” picnic rental groups who submit a request for and rent a picnic area, shelter, amphitheater or gazebo for a minimum of five (5) days in the calendar year. A “multiple use” rental will be defined as any individual or group that submits a picnic rental application requesting a minimum of five (5) rental dates. Groups who do not request a minimum of five rental dates on the same request will not be granted long term status, and thus will not be eligible for receiving the 10% discount.

## Synthetic Turf Athletic Field Rental – Ellanor C. Lawrence Park

### Current Situation

- In 2004, the first Park Authority synthetic turf athletic field was constructed at Ellanor C. Lawrence Park. The rental fee structure shown below was adopted during the FY 2005 fee process and went into effect November 21, 2005.

	<u>Prime Time</u>	<u>Non-Prime Time</u>
<u>Without Lights</u>		
1 hour rental	\$ 60	\$ 50
90 minute rental	\$ 80	\$ 70
<u>With Lights</u>		
1 hour rental	\$ 100	\$ 75
90 minute rental	\$ 140	\$ 120

- It was anticipated that 60 and 90 minute rental requests would be most common when the rental fee structure was established. In practice, multi-hour requests have been more common than anticipated. There has been some confusion between customers and staff regarding the appropriate fee for those desiring rentals that are longer than 90 minutes.
- Increased utility costs have prompted the need to shift to a uniform rate for the use of lights at all times.

### Proposed Fee Adjustments

- Proposed changes to the synthetic turf athletic field rental fee structure include: elimination of the 90 minute rental and non-prime time fee categories and adjustment of the one hour rental rates as shown below.

	<u>Current Fee</u>		<u>Proposed Fee</u>
	<u>Prime</u>	<u>Non Prime</u>	
One hour rental with lights	\$100	\$ 75	\$ 115
One hour rental without lights	\$ 60	\$ 50	\$ 90
90 minute rental with lights	\$140	\$120	Eliminate
90 minute rental without lights	\$ 80	\$ 70	Eliminate



## RECenters

### Current Situation

- RECenters are heavily used and remain in high demand. Attendance at established facilities (excluding Cub Run) grew 4.9% between FY 2005 and 2004, pass sales increased 3.2% and total revenue and pass revenue both increased by more than 6%.
- RECenter general admission and pass fees were last adjusted in 2004. Little opportunity likely exists to adjust RECenter admission fees next year given the plan to phase in long-term fee adjustments approved in FY 2005.
- The Washington-Baltimore consumer price index has increased 6.9% since the last RECenter admission adjustments were implemented in 2004. Recognizing that improved profitability comes from multiple sources, including program growth and cost control, the proposed RECenter admission fee adjustment is targeted at 5%.
- Increased inflation has been reflected most readily in RECenter utility costs. Compared to last year, first quarter utility expenses (for all facilities except Cub Run) increased 14% with natural gas expenditures up 104%.
- A comparative analysis of admission fees with those of other local public providers showed that RECenter list prices are at the top of the market. While this would imply little opportunity to raise rates, it must be recognized that the RECenters rely on price discounting to a greater degree than other operators, which lowers the effective rate users pay. 70% of FY 2005 leisure fitness pass revenue was derived during sale periods where discounts ranged up to 17%. To illustrate the savings, a 12-month in-county adult pass during last year's Healthy Heart sale sold for \$455.25, compared with a regular list price of \$548.50.
- Several notable service improvements were implemented in 2005 that noticeably improve RECenter value to the customer. These include the opening of Cub Run RECenter and full implementation of the Exercise Your Options (XYO) program. Cub Run offers expanded fitness facilities and the Park Authority's first indoor leisure pool. XYO, the benefit that allows passholders to also participate in selected fitness classes, is now offered to all RECenters except George Washington. Facility improvements have also been completed this fall at South Run RECenter and are scheduled for spring completion at George Washington RECenter.
- Improved facilities at South Run field house have resulted in dramatic growth in use of the facility. The number of primary renters grew from three to nine and the number of rental hours from 646 to 1,300 between FY 2004 and FY 2005. Growth in organized field sports and year-round sports training in the region will fuel continued demand for indoor sports fields.

## Proposed RECenter Fee Adjustments

Based on the conditions described above, proposed RECenter fee adjustments for FY 2006 are as follows.

1. General admission and pass fees. An across-the-board 5% increase is proposed for all general admission and pass fee categories. As recommended in the previous two approved admission fee increases, smaller more regular fee increases, such as the one proposed, should be implemented to achieve cost recovery targets.

	CURRENT FEE		PROPOSED FEE	
	<u>Base</u>	<u>Discount</u>	<u>Base</u>	<u>Discount</u>
<u>Daily</u>				
Adult	\$ 8.25	\$ 6.20	\$8.70	\$6.50
Youth/Student	\$ 8.25	\$ 4.55	\$8.70	\$4.75
Senior (Mon-Fri)	\$ 8.25	\$ 4.55	\$8.70	\$4.75
Senior (Sat/Sun/Hol)	\$ 8.25	\$ 6.20	\$8.70	\$6.50
Family	\$ 23.70	\$ 13.40	\$25.00	\$14.00
<u>Discount Fast Pass</u>				
Adult	\$ 188.50	\$ 131.75	\$198.00	\$138.50
Youth/Student	\$ 188.50	\$ 103.65	\$198.00	\$109.00
Senior	\$ 188.50	\$ 103.65	\$198.00	\$109.00
<u>Monthly</u>				
Single Adult	\$ 87.55	\$ 61.30	\$92.00	\$64.50
2 Person Adult	\$ 137.00	\$ 95.80	\$144.00	\$101.00
Dependent	\$ 21.65	\$ 15.15	\$23.00	\$16.00
Youth	\$ 87.55	\$ 48.15	\$92.00	\$51.00
Senior	\$ 87.55	\$ 48.15	\$92.00	\$51.00
2 Person Senior	\$ 137.00	\$ 75.35	\$144.00	\$79.00
Family	\$ 162.75	\$ 113.55	\$171.00	\$119.00
<u>6 Months</u>				
Single Adult	\$ 435.70	\$ 304.75	\$458.00	\$320.00
2 Person Adult	\$ 684.95	\$ 478.85	\$719.00	\$503.00
Dependent	\$ 108.15	\$ 75.70	\$114.00	\$79.50
Youth	\$ 435.70	\$ 239.65	\$458.00	\$252.00
Senior	\$ 435.70	\$ 239.65	\$458.00	\$252.00
2 Person Senior	\$ 684.95	\$ 376.70	\$719.00	\$395.00
Family	\$ 811.64	\$ 567.80	\$852.00	\$596.00
<u>12 Months</u>				
Single Adult	\$ 783.85	\$ 548.50	\$823.00	\$576.00
2 Person Adult	\$ 1,231.90	\$ 861.90	\$1,294.00	\$905.00
Dependent	\$ 194.70	\$ 136.30	\$205.00	\$143.00
Youth	\$ 783.85	\$ 431.10	\$823.00	\$453.00
Senior	\$ 783.85	\$ 431.10	\$823.00	\$453.00
2 Person Senior	\$ 1,231.90	\$ 677.55	\$1,294.00	\$712.00
Family	\$ 1,460.55	\$ 1,022.00	\$1,534.00	\$1,073.00

2. RECenter room rental fees. Revenue recovery on room rentals is a challenge. Citizen demand for room rentals is strong, but revenue recovery on private room rentals is minimal when compared with competing uses for classes and programs. A small increase in room rental fees will offset some of the disparity in cost recovery between these uses and thereby help to preserve RECenter ability to deliver this high-demand public service. These rates were last adjusted in 2000. A \$10.00 per hour increase is proposed for rooms up to 2,000 square feet in size. A \$15.00 per hour increase is proposed for rooms over 2,000 square feet.

RECenter Room Rental (Per Hour)

	CURRENT FEES	PROPOSED FEES
<u>Room Size</u>		
300-600 sq ft	\$30	\$40
601-1000 sq ft	\$35	\$45
1001-1500 sq ft	\$45	\$55
1501-2000 sq ft	\$60	\$70
2001+ sq ft	\$75	\$90

3. Mt. Vernon Ice Rink Rental. Staff recommends a 10% increase in the hourly ice rental rate last adjusted in 2004. Comparative analysis of rinks in northern Virginia and suburban Maryland shows that Mt. Vernon's hourly ice rental fee is currently 18% lower than average. The proposed change still leaves Mt. Vernon's rate significantly below the market average. Further adjustment in the ice rink rental rates will be considered during next year's fee review process, providing some time for rental groups to adjust to this year's proposed increase.

Mt. Vernon – Ice Rink Rental Per Hour

	CURRENT FEES	PROPOSED FEES
Base Rate	\$ 220	\$ 242
Discount Rate*	\$ 200	\$ 220

\*Available with proof of County residency.

4. South Run Field House Rental. Staff recommends an adjustment to the full field house rental rates based on improved facility quality and increased demand, elimination of the non-profit discount to be more consistent with the rest of the fee schedule and elimination of the non-prime fee category due to lack of demand during those times.

South Run RECenter – Field House Rental, Per Hour

	CURRENT FEES	PROPOSED FEES
Full Field House, Base Rate*	\$ 80	\$ 120
Full Field House, Non-Profit Groups*	\$ 64	Eliminate
½ Field House	\$ 52	\$ 78
Non-Prime, Full Field House:		
Base Rate	\$ 60	Eliminate
Non-Profit Groups	\$ 48	Eliminate
Non-Prime, Half Field House:		
Base Rate	\$ 40	Eliminate
Non-Profit Groups	\$ 32	Eliminate

\*Fees currently designated as prime time.

5. RECenter Racquetball Court Rental Fee – 10 Hour Pass. Staff recommends the following adjustment to racquetball court rental fees.

RECenter Court Rental Fees

	CURRENT FEES	PROPOSED FEES
10 Hour Pass	\$ 20	\$ 25

# Golf

## Current Situation

- The current industry outlook shows a leveling off of rounds played at the national level. Rounds play has been erratic, fluctuating up and down based on weather conditions. In the mid-Atlantic region rounds played are currently down 1% for the calendar year over 2004. Over the last few months, however, the outlook has been more optimistic. Total rounds played in the mid-Atlantic were up 9% in July, 6% in August and September rounds are forecast to report higher than September 2004.
- Park Authority play mirrors the Mid-Atlantic picture with variable weather conditions greatly influencing total rounds played. Poor weather in the 1<sup>st</sup> and 3<sup>rd</sup> quarters of FY 2005 led to an 8% decrease in rounds played for the year. In addition to the influence of weather, there exist other pressures in the local market including additional courses coming on line and increased discounting strategies. It is too early to determine what effect the opening of Laurel Hill Golf Club will have on play on our existing courses.
- Data from course surveys in the local market indicates that daily fee operators are anticipating raising fees slightly after many resisted increases over the past year. Some courses indicated that they will hold fees at the current rate. Some courses that aggressively discounted their fees during non-prime times are looking to scale this practice back after not realizing additional rounds or increased revenues.
- Limited membership options are going through a bit of a transition; as some daily fee providers are contemplating scaling back some of the benefits, such as the inclusion of carts.
- In response to general market conditions, only selected adjustments to greens fees are recommended in this year's fee proposal. Increases in prime time fees are necessary to cover rising costs and are seen as viable during these busier time periods. Increases to selected non prime time fees are also being recommended. These fee adjustments, along with improved weather, and continued efforts to build non-prime play through promotions and discounting should help golf to achieve its current revenue goals.
- During the first quarter of FY 2006, continued economic uncertainties and a flat market have had an impact on golf demand and associated revenues. The delayed opening of the Laurel Hill Golf Club will also have a negative impact on our revenue projections.
- The Financial Management Plan forecasts a cost recovery amount of 125% in FY 2006 for the golf section. This performance would provide the necessary funding to finance some of the needed improvements within the agency. It is anticipated that, given favorable weather and attendance at the golf courses, these fee adjustments will help to achieve the cost recovery goal.

- Demand is highest at Twin Lakes where Prime Time Weekend and Holiday tee times for both golf courses are booked well in advance of play. In addition, the initial demand and golfer response at Laurel Hill Golf club has been very positive. An important component of the Financial Management Plan growth strategy was the addition of the Laurel Hill Golf Club in calendar 2005. A 2002 market analysis conducted by Economic Research Associates (ERA) indicated an underserved market niche between the existing low-end and moderate public golf offerings and the high-end daily fee courses. To capitalize on the existing opportunity, Laurel Hill was planned to provide a higher level of clubhouse amenities, as well as an upgraded and consistent on-course experience than is available at other Park Authority courses. This year's fee proposal maintains the recommended price point, consistent with the ERA recommendation, at the bottom of the market's high-end daily fee facilities and above the price point occupied by Twin Lakes to account for the step-up in quality that will be afforded at Laurel Hill.
- Memberships are a critical part of high end golf course operations, and provide an effective, customer friendly means to build revenue and loyalty. Initial response to the Laurel Hill membership drive has been extremely positive. It is anticipated that our goal for of 60 members will be attained within the first 2 months. Recognizing this initial success it is important to allow for a pricing strategy that is consistent with the industry while still allowing for the required public and Board review. Staff is recommending authorization for a membership increase of up to 25% (\$950). This is necessary since Laurel Hill Golf Club memberships are annual memberships and the current membership fees will be in place until the end of 2006.

### **Proposed Golf Fee Adjustments**

Based on the conditions described above, proposed golf fee adjustments for F Y 2006 are as follows.

1. Prime Time Greens Fees. Staff is recommending an increase at all courses that will continue to maintain their market positioning.

	Prime Time Greens Fees			
	9 Holes		18-Holes	
	CURRENT FEE	PROPOSED FEE	CURRENT FEE	PROPOSED FEE
Burke Lake	\$16	Unchanged	\$22	\$23
Jefferson	\$18	\$19	\$30	Unchanged
Oak Marr	\$16	\$17	\$22	\$23
Pinecrest	\$18	\$19	\$30	Unchanged
Greendale	\$21	Unchanged	\$32	\$33
Twin Lakes – Oaks & Lakes	\$27	Unchanged	\$41	\$45

2. Non-Prime Time Greens Fees. Staff is recommending the following selected changes to non-prime time greens fees.

Non-Prime Time Greens Fees				
	9 Holes		18-Holes	
	CURRENT FEE	PROPOSED FEE	CURRENT FEE	PROPOSED FEE
Burke Lake	\$13	\$14	\$19	\$20
Jefferson	\$15	\$16	\$25	Unchanged
Oak Marr	\$13	\$14	\$19	\$20
Pinecrest	\$15	\$16	\$25	Unchanged
Greendale	\$17	Unchanged	\$26	\$27
Twin Lakes – Oaks and Lakes	\$21	Unchanged	\$32	\$35

3. Laurel Hill Golf Club. The following fine tuning of the Laurel Hill Golf Club fee schedule is recommended based on experience gained from initial operation. Adjustment in prime season twilight times will maintain a consistent policy with similar operations. Creation of an after 4 p.m. 9 hole rate during prime season will establish a family friendly policy, address demand being expressed at the site and provide a means for stimulating play later in the day. Eliminating the \$10 greens fee discount for walkers will protect pace-of-play standards, a critical competitive factor in Laurel Hill's segment of the golf market. Impact on golfers will be minimal – between 5 -10% are currently walking. However, even a minimal number of walkers can significantly slow pace-of-play, given the course layout and challenging terrain. Walking will still be allowed, although there will be no financial incentive for doing so, which will encourage riding and maintain Laurel Hill's stated commitment to favorable pace-of-play.

Laurel Hill Golf Club		
	CURRENT	PROPOSED
Twilight hours changes:		
Prime Season (Weekdays, Weekends/Holidays)	1:00 p.m.	2:00 p.m.
	CURRENT FEE	PROPOSED FEE
18 Hole Greens Fee Walking Discount	\$10	Eliminate
9 Hole Greens Fee, Prime Season, after 4:00 p.m.		
Weekdays	-----	\$ 34
Weekends/Holidays	-----	\$ 44

4. Laurel Hill Golf Club Membership Fees. Golf memberships are sold annually for a calendar year. Membership rates are typically set in the late fall for implementation in January, which makes this fee category out-of-cycle with the Park Authority's fee regular fee approval process. Staff is recommending authorization for a calendar 2007 membership increase of up to 25% (\$950) with staff notifying the Board of the actual fee increase to be implemented in October 2006. Membership fees currently in effect will be in place until the end of 2006. Any rate increase would go into effect in January 2007.

5. Power Carts. Staff is recommending a small increase to the 18-hole and 2<sup>nd</sup>-9 rate at Greendale and Twin Lakes. This increase will help to offset the rising fuel and electricity costs associated with these large cart fleets.

	Power Cart Rentals	
	CURRENT FEE	PROPOSED FEE
<u>Greendale:</u>		
2 <sup>nd</sup> 9 Holes	\$8	\$9
18 Holes	\$24	\$25
<u>Twin Lakes:</u>		
2 <sup>nd</sup> 9 Holes	\$9	\$10
18 Holes	\$27	\$28

6. Driving Range buckets. Staff is recommending increases to large, jumbo and super buckets, but not small bucket purchases. This strategy will allow us to remain competitive, while improving our ability to cover rising costs.

	Driving Range Fees	
	Burke Lake Golf Center & Oak Marr Golf Complex	
	CURRENT FEE	PROPOSED FEE
Small Bucket	\$ 6	Unchanged
Large Bucket	\$ 9	\$ 10
Jumbo Bucket	\$12	\$13
Super Bucket	\$15	\$16
	Twin Lakes & Laurel Hill	
	CURRENT FEE	PROPOSED FEE
Small Bucket	\$ 6	Unchanged
Large Bucket	\$ 9	\$ 10

7. Pull Cart rentals. The following fee increase is proposed for pull carts at all facilities:

	Pull Cart Rentals	
	CURRENT FEE	PROPOSED FEE
	\$ 4.00	\$ 4.50



## **Lakefront Parks**

### **Current Situation**

- Lake Fairfax Park and Campground continues to be a popular destination for family camping and people visiting the area. The campground operations at both Lake Fairfax and Burke Lake Park performed extremely well over FY 2005 and into the first quarter of 2006. Camping revenues at Burke Lake increased 34% in FY 2005 and camping revenues at Lake Fairfax Park increased 21%. These local campgrounds continued to experience strong visitation greatly benefiting from their close proximity to the nation's capital.
- The current situation in the Park Revenue Fund necessitates that the lakefront park sites strengthen their cost recovery effort. This year's fee recommendations will continue to address those areas that have the potential to improve the profitability of these sites.
- A market survey of area campgrounds identified only a few areas where camping fees have the potential for increases. Significant increases were approved two years ago and as a result camping revenues increased in FY 2005 by 24%. Park Authority campground facilities continue to have a very good reputation, and given their close proximity to the nation's capital, the proposed fee increase is warranted.
- Lake Fairfax Park's marina is currently undergoing an extensive renovation that will vastly increase customer's enjoyment and visitation to this area. To a lesser degree, dredging activities at Lake Accotink Park will begin to restore the vitality of the marina operation at that park. Recommended fee increases in marina operations will be warranted as our customers begin to see these improvements.
- Demand remains steady at the Water Mine with revenues growing more than 3% annually over the last several years. Water Mine admission fees were static for the first six years of operation. Subsequent fee adjustments were approved in 2002 and 2004 to align this operation with the agency's policy of small, more regular fee increases where market conditions permit. A scheduled fee adjustment in 2006 would fit the cycle established in 2002. Analysis of comparables indicates that a minor adjustment in the primary daily fee admission categories is supportable.

## Proposed Lakefront Fee Adjustments

Based on the conditions described above, proposed lakefront fee adjustments for FY 2006 are as follows:

1. Campsite rental – Burke Lake. Staff recommends increasing campsite rental fees at Burke Lake as shown below.

Campsite Rental – Burke Lake		
	CURRENT FEE	PROPOSED FEE
Per night, per site	\$ 20.00	\$ 25.00

2. Camping-Wilderness. Staff recommends increasing wilderness camping fees at both Burke Lake and Lake Fairfax as shown below.

Wilderness Camping – Burke Lake, Lake Fairfax		
	CURRENT FEE	PROPOSED FEE
Per person, per night	\$ 2.00	\$ 3.00

3. Entrance Fees – Burke Lake. Staff recommends increasing the passenger vehicle/motorcycle entrance fee at Burke Lake Park as shown below and merging this fee with the van fee to simplify the fee schedule. This fee applies only to non-Fairfax County residents and only during weekends and holidays, mid April-mid September.

Entrance Fee – Burke Lake		
	CURRENT FEE	PROPOSED FEE
Passenger vehicles, motorcycles & vans*	\$ 6.00	\$ 8.00

\*Note: the current van fee is already \$8.00 and would remain unchanged.

4. Excursion Boat Rides. Staff recommends increases in excursion boat fees at Lake Accotink Park and Lake Fairfax Park as shown below.

Excursion Boat Rides – Lake Fairfax, Lake Accotink		
	CURRENT FEE	PROPOSED FEE
Per Person	\$ 1.00	----
Child*	----	\$ 1.50
Adult	----	\$ 2.00

\*12 years of age or younger.

5. Pedal Boat Rentals. Staff recommends pedal boat rental fees at Lake Accotink Park and Lake Fairfax Park as shown below.

Pedal Boat Rentals – Lake Fairfax, Lake Accotink		
	CURRENT FEE	PROPOSED FEE
Half hour rental	\$ 5.00	\$ 6.00
Hourly rental	\$ 8.00	\$10.00

6. Rowboat Rentals. Staff recommends rowboat rental fee increases at Lake Accotink and Burke Lake Park as shown below.

Row Boat Rentals – Burke Lake		
	CURRENT FEE	PROPOSED FEE
Half day rental	\$ 7.50	\$ 9.50*
Full day rental	\$13.00	\$15.00*

\*Fee includes personal floatation device.

Row Boat Rentals – Lake Accotink		
	CURRENT FEE	PROPOSED FEE
Hourly rental	\$ 5.00	\$ 6.00
Half day rental	\$ 7.00	\$ 9.50
Full day rental	\$12.00	\$15.00

7. Miniature Golf. Staff recommends an increase in miniature golf fees at Lake Accotink Park as shown below.

Miniature Golf – Lake Accotink		
	CURRENT FEE	PROPOSED FEE
Adults	\$ 3.50	\$ 4.00
Juniors/Seniors	\$ 2.50	\$ 3.00
Second 9-holes	\$ 1.50	\$ 2.00

8. Water Mine – Daily Admission and Group Rate. Staff recommends an increase in the daily admission fee categories and group rate at the Water Mine as shown below.

Water Mine – Daily Admission and Group Rate		
	CURRENT FEE	PROPOSED FEE
<u>Daily Admission</u>		
Over 48" Tall	\$ 12	\$ 13
Under 48" Tall	\$ 10	\$ 11
Chaperone Fee	\$ 6	\$ 7
After 5 p.m.	\$ 7	\$ 8
Group Rate-Per Individual	\$ 8	\$ 9

## Ellmore Farm Center

### Current Situation

- In February 2001, the Fairfax County Park Authority purchased the old Ellmore Farm, a five acre parcel of land contiguous to Frying Pan Park, to preserve the land's historic structures, landscape and view sheds and to fulfill unmet site needs. With input from a citizen task force and staff, a Master Plan Revision for Frying Pan Park incorporating the newly acquired acreage was developed and approved by the Park Authority Board on September 25, 2002. Since acquisition, the Ellmore Farm Center has been renovated. The new Ellmore Farm Center opened during the summer of 2005. A pilot program was implemented for public rental fees of the facility with the intention of solidifying rates through the 2006 Fee Schedule process.
- The facility will accommodate office space, house collections storage, and eventually provide a dedicated area for farm museum exhibits. The facility also offers a large and a small multi-use space that will be scheduled by staff. Support from Fund 001 has not been made available for operation of these facilities, therefore staff has proposed a Fund 170 based program plan offering fee-based programs and activities on a break-even basis. Expanded programs will include instructor led classes such as swing and ballroom dancing, knitting, drama, and nature classes that will be offered through Parktakes.
- In comparing rental spaces and fees, the rooms at Ellmore were found to more closely match rooms available at RECenters, therefore fees were drawn from the RECenter model.

### Proposed Fees

The proposed pilot rental rates were developed through price and space comparisons to Park Authority and non-Park Authority facilities.

#### Ellmore Farm Center Auditorium:

4 hour Rental	\$280
Extra Hour	\$ 70
Security Deposit	\$100
Alcoholic Beverage Permit	\$100

#### Meeting Room

2 hour Rental	\$ 80
Extra Hour	\$ 40
Security Deposit	\$ 50
Alcoholic Beverage Permit	\$100

## Kayak Rentals- Riverbend Park

### Current Situation

- Riverbend Park has been offering kayak classes for the general public for approximately four years. The classes have become so popular that the demand for them has far exceeded what our staff can accommodate. For the last several years many visitors have been asking staff if they could rent the kayaks. Kayaking is a sport that is growing in popularity, and Riverbend Park is the only FCPA site that offers this activity to the public.
- Currently there are no FCPA kayak rental facilities. Pohick Bay Regional Park provides kayak rentals. It's location on the Potomac estuary does not meet the public's demand for white water or swift water kayaking, however. Spring River Outfitters, another local provider, lacks a shoreline location making it difficult for them to meet demand as well.
- Staff proposes operations to run May through October. Initially, potential renters will be required to call ahead in order to ensure availability. The program will include half day and full day rentals. Hourly rental rates on the Potomac are not practical so will not be offered.
- Renting kayaks will require minimal staff time. Most weekend days are expected to have anywhere from 4-8 rentals. Many kayakers sign up for programs as couples, and it is anticipated this pattern to be true of rentals as well.
- Proposed rates are slightly less expensive than the two comparable non-FCPA sites, but are similar to current canoe rental fees at Lake Accotink (\$5 per hour.) This allows the FCPA to be slightly more competitive with the non-FCPA sites, while not competing with its own organizational fees.

### Proposed Kayak Rental Fees

	<u>Half Day Rental*<sup>1</sup></u>	<u>Full Day Rental*<sup>2</sup></u>
Kayak Rental	\$15	\$25

\*Rental fees include paddle, helmet and flotation device.

<sup>1</sup> Half Day Rental is up to 3 hours

<sup>2</sup> Full Day Rental is for 3-6 hours

## Rowboat Rentals - Riverbend Park

### Current Situation

- Rowboat Rental fees currently exist at both Burke Lake and Lake Accotink Parks. Currently there is no boat rental facility in Fairfax County on the Potomac River above Great Falls, however public demand for this service is high. Riverbend staff would like to offer this service utilizing the Enterprise Fund Initiative. It is requested that the fees proposed here be adopted so that the schedule is in place once the boats and other necessary equipment are acquired.
- Staff proposes that the fees be the same as the proposed kayak rental fees.
- The proposed fees are higher than at Burke Lake and Lake Accotink Parks due to additional wear and tear on boats used in a river from rocks and rougher terrain. These additional costs were factored in to the proposed rates.

### Proposed fee – Rowboat Rental – Riverbend Park

	<u>Half Day Rental*<sup>1</sup></u>	<u>Full Day Rental*<sup>2</sup></u>
Rowboat Rental	\$15	\$25

\*Rental fees include oars, and life preservers

<sup>1</sup> Half Day Rental is up to 3 hours

<sup>2</sup> Full Day Rental is for 3+ hours

## **Rental of Nature Center - Riverbend Park**

### **Current Situation**

- A rental fee for the Nature Center at Riverbend was established in the FY 2004 Fee Schedule process. Unfortunately since the fee was established there has been no success in renting the Nature Center to private groups. It is felt that the current fees and advertised availability is too restrictive. Currently the fee schedule identifies a fee for 4 hour minimum rentals with the facility as being available only on Tuesday, Saturday, Sunday 8 a.m. – 5:30 p.m. It is recommended that the minimum time for a rental be reduced as well as to identify changes in the facility availability.

### **Proposed fee – Nature Center – Riverbend**

	<u>Hourly Rental Fee</u>	<u>Security Deposit</u>
Private Group Rental	\$75	\$100

The facility will be available everyday from 8:00 a.m. – 5:30 p.m. No alcoholic beverages, no kitchen facility available.